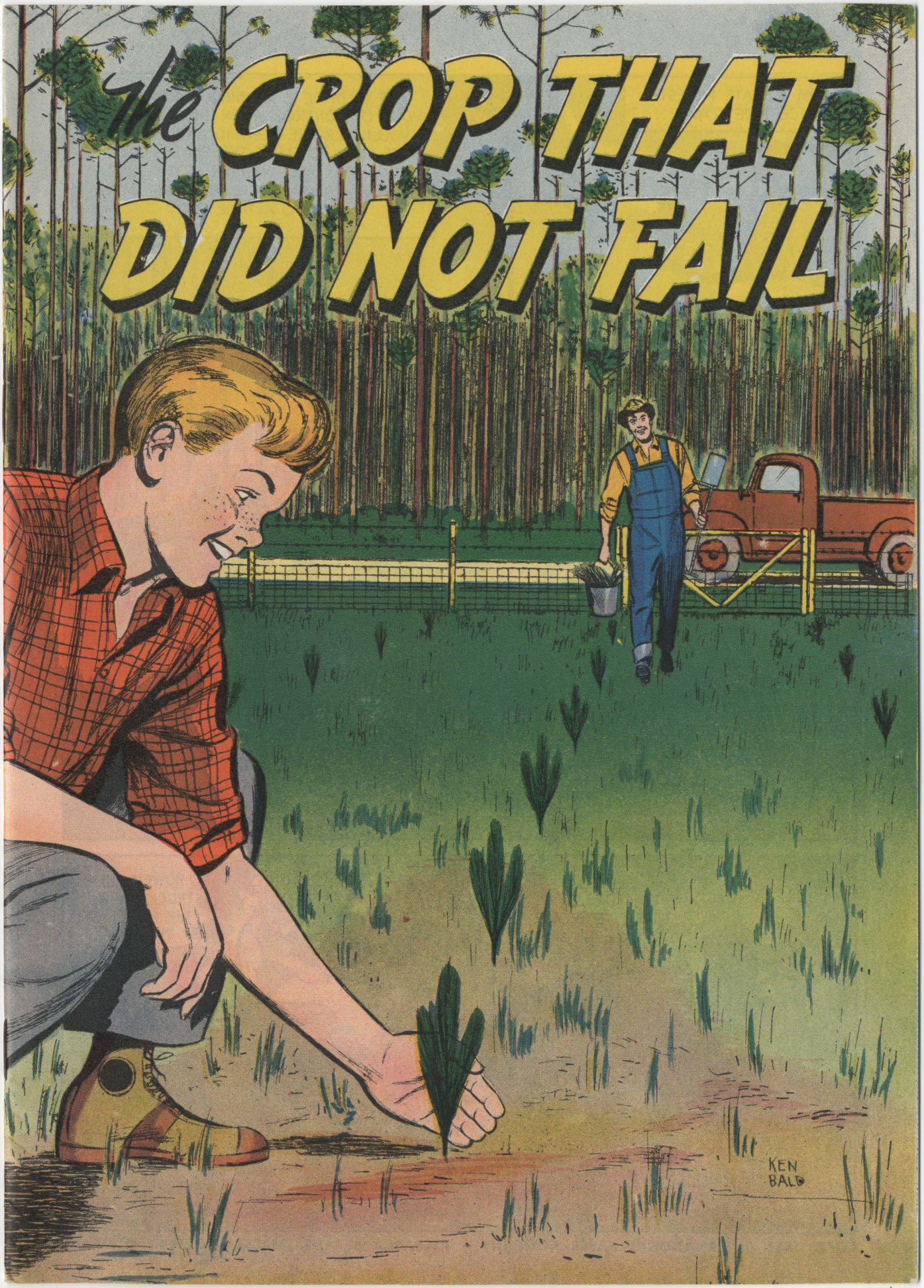

The CROP THAT DID NOT FAIL
KEN BALD

FROM A STATE FOREST SERVICE FIRE TOWER...

THE WILDFIRE IS RUNNING DANGEROUSLY OUT OF CONTROL WHEN THE COMMUNITY VOLUNTEER FIRE FIGHTING GROUP ANSWERS THE CALL TO FIGHT THE BLAZE. JACKIE DAVIS AND BILLY MERCER, BOTH JUNIOR FOREST FIRE FIGHTING WARDENS, SWING INTO ACTION, TOO.

TRACTORS PLOW WIDE FIRE BREAKS TO HALT THE SPREAD OF FIRE...

BACK PUMPS AIM TO CHOKE THE BLAZE...

POWER PUMP TRUCKS ATTACK THE HEART OF THE FIRE...

LOOSE STRINGS OF WILD-RUNNING FIRE ARE FLAPPED OUT...

...AND AFTER A LONG, HARD BATTLE, THE MEN AND EQUIPMENT BEAT THE FIRE...AND KILL IT.

COPR. 1951, INTERNATIONAL PAPER COMPANY • PREPARED BY THE MERCER, HOWARD COMPANY

OH BOY!! WE SURE LICKED THAT OLD FIRE!

NO, BILLY, WE MAY HAVE PUT IT OUT, BUT WE DIDN'T LICK IT. THAT FIRE STILL GOT THE BETTER OF US.

HUH? WHAT DO YOU MEAN, MR. JOHNSON?

WELL, YOU ALL KNOW THAT I'M A **CONSERVATION FORESTER** FOR INTERNATIONAL PAPER COMPANY. I'VE SEEN A LOT OF WILDFIRES ...AND THEY ALWAYS WIN. TAKE THIS FIRE TODAY...

...IT SURE DAMAGED A LOT OF GOOD TIMBER... COULD'VE MADE PLENTY OF RAILROAD TIES OR FENCE POSTS OR PULPWOOD. AND DON'T FORGET...

"...THOUSANDS OF SEEDLINGS WERE DESTROYED, TOO. WHY, IN 10 TO 15 YEARS THEY'D HAVE BROUGHT A GOOD PRICE."

SO YOU SEE, WE DIDN'T LICK THAT FIRE. IN 1949, FIRE AND ITS AFTER EFFECTS DESTROYED **11½ MILLION CORDS.** THAT'S 1½ MILLION CORDS **MORE** THAN ALL THE PULPWOOD BOUGHT BY ALL THE PAPER MILLS IN THE SOUTH.

FUNNY THING... MAN SUFFERS MOST FROM A WILDFIRE LIKE THIS. YET, MOST FIRES ARE MAN-MADE. YOU KNOW...CARELESS CAMPERS, SMOKERS, LOGGING CREWS. AND BRUSH BURNING, LIKE HERE.

JIM DAVIS, I'M SURE GLAD YOU ORGANIZED THIS VOLUNTEER FIRE FIGHTING GROUP. DID A GOOD JOB PUTTING OUT THAT FIRE.

YOU SURE CAN GET INTO TROUBLE WITH TREES. WHY DON'T YOU DO LIKE ME? CUT DOWN ALL YOUR TREES AND PLANT SOME REAL CROPS.

BUT CHARLEY...TREES **ARE** A CROP, JUST LIKE CORN AND COTTON. THEY TAKE LONGER TO GROW, BUT THEY DON'T NEED MUCH ATTENDING EITHER. AND TREES WILL GROW WHERE OTHER CROPS CAN'T.

WELL, YOU CAN WASTE YOUR TIME WITH TREES. I'LL KEEP ON FARMING REAL FARMER STYLE, WITH REAL CROPS.

GOSH, MR. JOHNSON... I DON'T THINK MR. MERCER LIKES TREES.

GUESS YOU'RE RIGHT, JACKIE!

THE NEXT MORNING--

I'M GOING TO FIX THIS WIRE. IT'LL KEEP STRAY HOGS, SHEEP AND GOATS FROM EATING UP OUR SEEDLINGS.

LOOK DAD! HERE COMES MR. JOHNSON.

HELLO JIM, JACKIE. YOU FOLKS SEEM TO BE PUTTING IN SOME HARD WORK.

HELLO, TOM. THAT FIRE, YESTERDAY, REMINDED ME TO CHECK OUR FENCES AND FIRE BREAKS.

HI.

IT'S A GOOD IDEA. RE-PLOWING FIRE BREAKS EVERY YEAR IS THE CHEAPEST - AND THE BEST - INSURANCE YOU CAN GET TO PROTECT YOUR WOODLOT AND YOUR FARM FROM WILDFIRE.

I KNOW. IT ONLY TAKES A LITTLE TIME EACH YEAR TO KEEP IT IN CONDITION.

HELLO, FOLKS, THE FAN BELT ON MY TRACTOR JUST BROKE. DO YOU HAVE A SPARE, JIM?

WHY SURE, CHARLEY. IT'S IN THE BARN. COME ON. WE'LL GET IT.

I JUST CAN'T UNDERSTAND YOU PEOPLE. IMAGINE, GROWN MEN PLAYING NURSEMAID TO A BUNCH OF TREES.

WELL, CHARLEY, I'M SORT OF NEW AT FARMING. BUT IT SEEMS TO ME TREES MAKE A GOOD CROP, AND MAY GIVE YOU MORE PROFIT THAN OTHER CROPS ON THE SAME LAND.

LISTEN -- YOU KNOW THAT 20 ACRES OF SCRUB TREES I HAD ON THE NORTH CORNER OF MY FARM? I HAD IT CLEARED. I'M PLANTING MORE COTTON.

WHAT! THAT SLOPE'S NO GOOD FOR GROWING COTTON.

WHAT ARE YOU TALKING ABOUT? IT'S SOIL, ISN'T IT? SO, THAT MEANS I CAN PLANT IN IT.

OF COURSE, IT'S SOIL. BUT IT HAS ONLY A THIN LAYER OF **TOPSOIL**... AND THAT'S DANGEROUS. YOU SEE, TOPSOIL NOT ONLY HAS THE FOOD THAT PLANTS NEED... BUT PLANTS **CAN DRAW** FROM IT, AND GROW.

IT'S THE SAME THING TO PLANTS AS WELL-BALANCED MEALS ARE TO YOU.

WITHOUT TOPSOIL, CHARLEY, YOU CAN'T GROW CROPS **PROFITABLY**. THOUGH OTHER PLANTS CAN'T, **TREES CAN** FEED IN SUBSOIL. WHEN THE TOPSOIL IS DANGEROUSLY THIN...

...LIKE YOURS IS ON THAT SLOPE, THE SMART THING IS TO GROW TREES. THAT TIES DOWN THE HILLSIDE... AND YOU'RE ALSO GROWING A CROP PROFITABLY.

REMEMBER... IT TAKES A LONG TIME TO BUILD UP GOOD TOPSOIL. LONGER THAN YOUR LIFETIME, CHARLEY.

CHARLEY, GET YOURSELF A TOOL LIKE THIS AND PLANT PINE SEEDLINGS. THEY'LL HOLD THE SOIL FOR YOU AND EARN MORE FOR YOU IN THE LONG RUN!

NOT ME! I'M NOT STARTIN' UP WITH ANY KIND OF TREES. 'SPECIALLY BABY TREES.

YOU KNOW BOB CLAY, THE SOIL CONSERVATION SERVICE MAN? HE'LL SHOW YOU HOW TREES REALLY PAY OFF.

I EVEN SHOWED DAD A COMIC BOOK I GOT IN SCHOOL ABOUT HOW TO GROW MONEY BY GROWING TREES. AND ANOTHER ONE ABOUT FIRE FIGHTING, TOO.

NOW, LOOK HERE, SON. MY FATHER WAS A FARMER. MY GRANDFATHER WAS A FARMER. I'M A FARMER. AND YOU'RE GOING TO BE A FARMER. WHY, WE MERCERS HAVE BEEN FARMERS IN THIS COUNTY SINCE IT WAS SETTLED.

BUT DAD...

AND WE'RE GOING TO BE FARMING HERE FOR A LONG TIME TO COME. I DON'T WANT TO HEAR ANYMORE ABOUT WASTIN' TIME WITH TREES.

BUT DAD--

NO BUTS. WE'RE GOING HOME.

THANKS FOR THE LOAN OF THE FAN BELT, JIM.

WHY DON'T YOU THINK OVER THAT IDEA ABOUT PLANTING SEEDLINGS.

TIME FOR DINNER. COME ON IN BEFORE IT GETS COLD.

ALL RIGHT, MARTHA. TOM, THERE'S ALWAYS A PLACE FOR YOU.

THANKS. I COULD GO FOR SOME OF MARTHA'S BISCUITS.

MARTHA, IF I COULD FIND A GIRL WHO COOKS LIKE YOU DO, I'D GET MARRIED, TOO.

YOU ARE MY FAVORITE GUEST, TOM. YOU ALWAYS SAY THE NICEST THINGS.

TURN ON THE RADIO, JACKIE.

I WISH CHARLEY MERCER WOULD DO SOMETHING WITH HIS 200 ACRES OF WOODLAND. ALL HE'S BEEN DOING IS TO CUT ALL TREES AS SOON AS THEY WERE LARGE ENOUGH FOR MARKET.

HE'D MAKE MUCH MORE MONEY, IN THE LONG HAUL, IF HE'D THIN 'EM OUT REGULARLY. THEN HE'D GET INCOME **EVERY YEAR** FROM HIS WOODLOT.

I'M SURPRISED AT MR. MERCER. HE'S ONE OF THE BIGGEST FARMERS IN THE COUNTY. HE SHOULD KNOW BETTER THAN...

LISTEN!!

...BULLETIN FROM THE NEWS ROOM. THE **HURRICANE** HAS CHANGED ITS COURSE. THIS COUNTY WILL BE HIT FULL FORCE. SHOULD BE HERE IN 6 HOURS.

I'D BETTER GET GOING. THERE'S A LOT OF WORK TO DO BEFORE THAT STORM STRIKES. THANKS FOR THE MEAL, MARTHA.

LET'S GO, JACKIE, WE'VE GOT A HEAP OF PREPARING FOR THAT STORM. MARTHA, YOU'D BETTER...

DON'T YOU WORRY ABOUT ME, JIM DAVIS. I KNOW WHAT I'VE GOT TO DO.

I'LL FINISH THE SHUTTERS. YOU GO 'ROUND AND NAIL THE BACK DOOR SHUT.

ALL RIGHT, DAD. I'LL MEET YOU AT THE BARN.

WORKING FURIOUSLY TO "BATTEN DOWN THE HATCHES," THE DAVIS FAMILY RUSHES TO BEAT THE STORM.

AND JUST AS THE DAVISES FINISH...

WOW! HERE SHE COMES, DAD.

DIDN'T FINISH ANY TOO SOON, EITHER.

WE'RE ALL SET, MOM.

THIS IS GOING TO BE ONE TERRIFIC STORM. WITH ALL THIS RAIN, IT'S GOING TO BE A REAL GULLY-WASHER.

AND WHEN THE HURRICANE HAS FINALLY PASSED, CHARLEY MERCER AND HIS SON BILLY LOOK AROUND THEIR FARM.

WE'RE RUINED. RUINED. A WHOLE YEAR'S HARD WORK BURIED UNDER THAT MUD AND WATER.

LOOK AT THE SAND THE STORM WASHED DOWN. AND WE JUST CLEARED THIS LAND, NOT LONG AGO.

GOSH, POP, MR. JOHNSON SAID THAT IF THE TOPSOIL WAS WASHED AWAY, THIS LAND COULDN'T GROW ANYTHING.

MEBBE WE'D BETTER ASK THAT SOIL CONSERVATION MAN TO TAKE A LOOK AT IT.

MEANWHILE...

WELL, OUR ROW CROPS WERE RUINED. BUT, THE TREE CROP SEEMS TO HAVE COME THROUGH PRETTY WELL. WE CAN GET SOME MONEY OUT OF THE DAMAGED TIMBER.

IT WAS READY FOR A THINNING ANYWAY, DAD.

CONFIDENT THAT THE INCOME ON THEIR TREE HARVEST WILL TIDE THEM OVER, THE DAVISES FIRST FIX UP THE STORM DAMAGE.

WE'LL CUT ALL THE TREES THAT WERE HURT BY THE STORM AND GO AHEAD WITH OUR THINNING.

I'LL SURE BE GLAD WHEN WE GET THIS ONE DOWN.

THERE SHE GOES. **TIMBER!**

WE'VE GOT TO SAVE THE TOPS BEFORE THEY DRY, JACKIE. THEY MAKE GOOD PULPWOOD, TOO, IF TRIMMED RIGHT.

LOOKS LIKE YOU'RE ALL FINISHED CUTTING, DAD.

YEP... AND WE DID A GOOD JOB TOO. TREES WERE CUT NICE AND LOW. NO WASTED MONEY LEFT IN HIGH STUMPS.

YOU'VE GOT A GOOD LOAD THERE, JIM. WITH THIS LAST ONE, YOU SHOULD HAVE ABOUT 150 CORDS.

GOOD! WE NEED THE MONEY. THAT HURRICANE HIT US PRETTY HARD.

THE NEXT AFTERNOON --

PRETTY GOOD MONEY, EH, CHARLEY? LOOKS TO ME LIKE IT PAYS TO MESS AROUND WITH TREES. AND NEXT YEAR I'LL GET ANOTHER TREE HARVEST.

SAY... LOOKS LIKE THOSE TREES DO COME IN HANDY. I WONDER IF...

SUPER

AND A FEW DAYS LATER...

HELLO, TOM. GLAD YOU COULD DROP OVER. THAT CHECK JIM DAVIS GOT THE OTHER DAY SOLD ME.

WELL, CHARLEY, NO REASON WHY YOU SHOULDN'T FARM YOUR WOODLOT JUST LIKE YOUR FIELDS.

LET'S GO OVER TO MY SLOPE ON THE NORTH SIDE. I WANT YOU TO LOOK OVER THAT LAND.

ALL RIGHT, CHARLEY. BUT I'M NO SOIL EXPERT.

YOU LOST A LOT OF SOIL IN THAT STORM. BUT IT COULD BE WORSE.

YOU SEE, CHARLEY, WHEN YOU PLOWED THE SLOPE, YOU LAID IT OPEN TO HEAVY RAINS. THERE WAS NOTHING TO HOLD IT FROM WASHING. NOW THE SAND HAS COVERED YOUR GOOD LAND, BELOW.

WELL, WHAT CAN I DO?

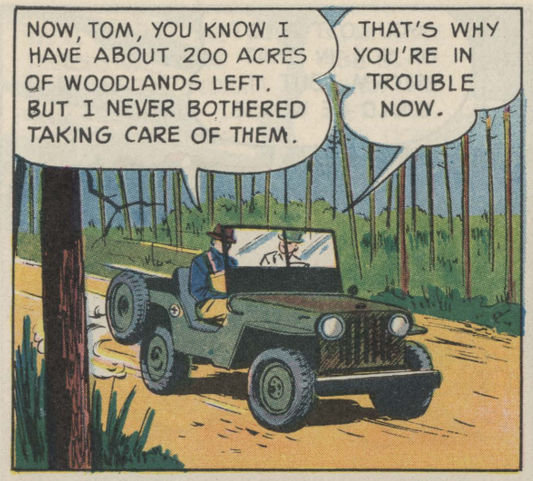
"YOU CAN PLANT PINE SEEDLINGS, AND THE LAND WILL BE PRODUCTIVE AND STILL HAVE A CHANCE. SEE, YOU OPEN A HOLE WITH A DIBBLE, PUT IN THE SEEDLING..."

...AND PACK THE SOIL WITH YOUR FOOT. IN 15 YEARS YOU'LL HAVE A VALUABLE CROP THAT'LL **MORE THAN TRIPLE THE VALUE OF THIS LAND.**

AND THE LAND WILL BE BETTER BY THEN, TOO.

I'D LIKE TO GET STARTED WITH THE SEEDLINGS. I'LL LET BILLY TAKE CARE OF THAT JOB.

GOOD IDEA. I'LL HELP YOU GET ENOUGH **FREE SEEDLINGS** TO GET YOU STARTED. AND, IF YOU NEED MORE, THE STATE FORESTER CAN SUPPLY MORE FOR A SMALL COST.


NOW, TOM, YOU KNOW I HAVE ABOUT 200 ACRES OF WOODLANDS LEFT. BUT I NEVER BOTHERED TAKING CARE OF THEM.
THAT'S WHY YOU'RE IN TROUBLE NOW.

WELL, YOU ALWAYS DID SAY THAT I WAS CHEATING MYSELF OUT OF SOME MONEY. WHAT IS THE BEST WAY TO CARE FOR MY WOODLOT?
THERE ARE THREE WAYS TO CUT WOODLANDS.

CLEAR CUTTING

CUTTING ALL OF THE TREES FROM AN AREA.

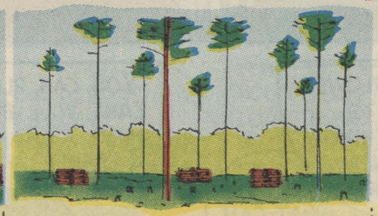
ADVANTAGES: GIVES OWNER THE MOST CASH AT ONCE.

THERE IS ABSOLUTELY NO OTHER ADVANTAGE, UNLESS THE LAND IS TO BE USED FOR SOME OTHER PURPOSE OR REPLANTED.

DISADVANTAGES: REDUCES THE SALE VALUE OF THE LAND.

LEAVES LAND OPEN TO WEATHER, MANY TIMES STARTING EROSION.

OWNER LOSES A SOURCE OF FUTURE INCOME, PROBABLY FOR HIS ENTIRE LIFETIME.



SEED TREE CUTTING

CUTTING ALL OF THE TREES, EXCEPT FOR A FEW SCATTERED TREES WITH GOOD TOPS (USUALLY SIX PER ACRE). THESE REMAINING TREES WILL RESEED THE LAND.

ADVANTAGES: GIVES OWNER ALMOST AS MUCH CASH AT ONCE AS CLEAR CUTTING.

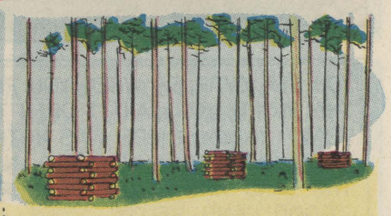
SALE VALUE OF LAND IS HIGHER THAN IF CLEAR CUT.

ECONOMICAL WAY OF STARTING NEW FOREST.

THE FEW DOLLARS LEFT IN SEED TREES WILL RETURN MANY DOLLARS IN FUTURE TREE CROPS.

DISADVANTAGES: 20 YEARS BEFORE NEW CROP WILL BE MARKETABLE.

MANY TREES MAY BE CUT WHEN THEY ARE GROWING THEIR FASTEST.



PARTIAL CUTTING OR THINNING

SELECT FOR CUTTING ONLY MATURE, DEFECTIVE, OR CROWDED TREES.

ADVANTAGES: EARLY AND REGULAR INCOME FROM TREES.

LAND HAS A HIGHER SALE VALUE THAN WITH ANY OTHER METHOD.

MAKES USE OF TREES WHICH MIGHT OTHERWISE DIE AND BE WASTED.

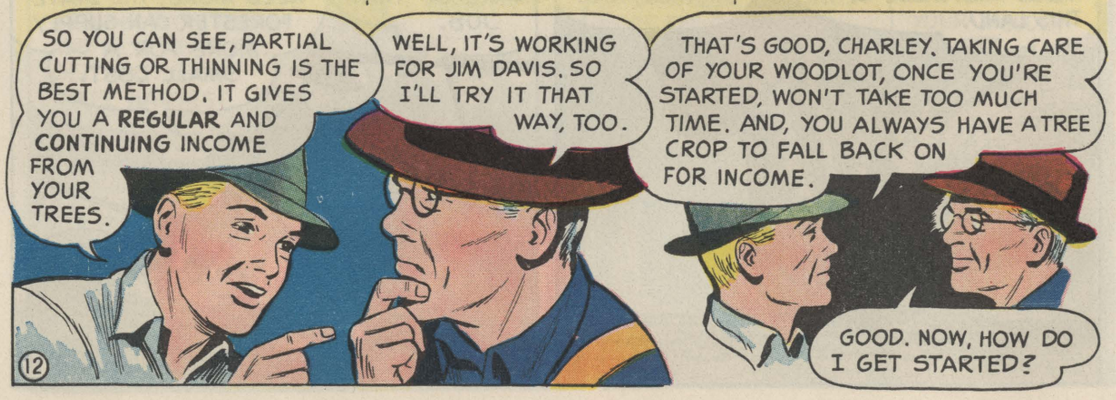
REMAINING TREES GROW FASTER.

LEAST CHANCE FOR DAMAGE TO TREES FROM STORMS.

GOOD EROSION PROTECTION FOR SOIL.

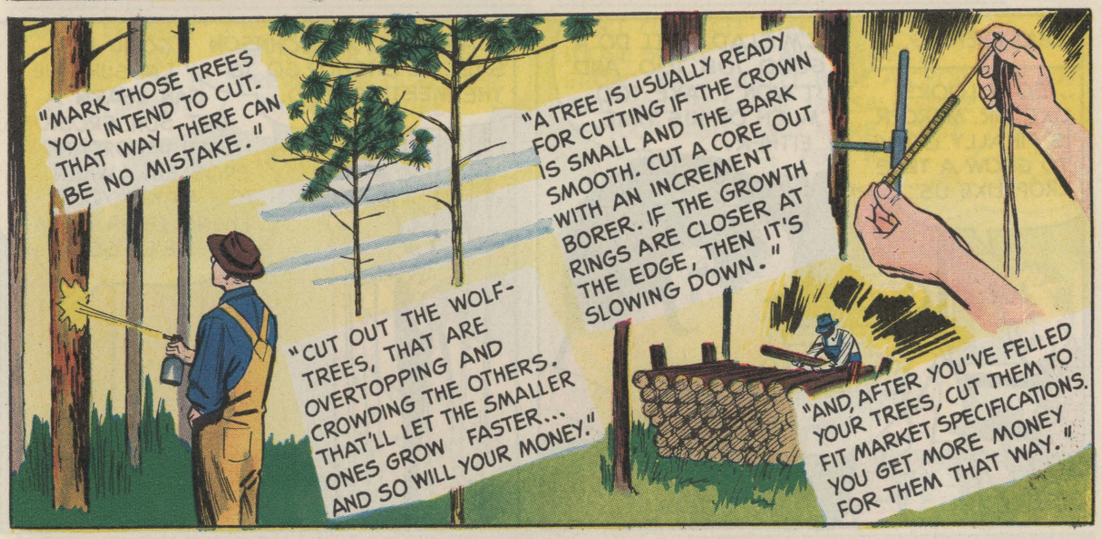
ACT AS A WINDBREAK FOR ADJOINING CULTIVATED AREAS.

DISADVANTAGES: DOES NOT GIVE OWNER LARGEST CASH INCOME AT ONCE.


SO YOU CAN SEE, PARTIAL CUTTING OR THINNING IS THE BEST METHOD. IT GIVES YOU A REGULAR AND CONTINUING INCOME FROM YOUR TREES.
WELL, IT'S WORKING FOR JIM DAVIS. SO I'LL TRY IT THAT WAY, TOO.
THAT'S GOOD, CHARLEY. TAKING CARE OF YOUR WOODLOT, ONCE YOU'RE STARTED, WON'T TAKE TOO MUCH TIME. AND, YOU ALWAYS HAVE A TREE CROP TO FALL BACK ON FOR INCOME.
GOOD. NOW, HOW DO I GET STARTED?

WELL, TREES NEED PLENTY OF SUNLIGHT AND WATER. SO THIN OUT THOSE TREES THAT AREN'T HELPING, OR ARE SLOWING DOWN.
I SEE. AND NATURE DOES THE REST.

IN OTHER WORDS, WE CLEAN UP THE PLACE FOR THE GOOD TREES... AND CUT OUT SICK TREES LIKE THIS ONE.
THAT'S RIGHT. GIVE THE OTHERS MORE SUNLIGHT AND WATER... MORE ROOM TO GROW.


"MARK THOSE TREES YOU INTEND TO CUT. THAT WAY THERE CAN BE NO MISTAKE."
"A TREE IS USUALLY READY FOR CUTTING IF THE CROWN IS SMALL AND THE BARK SMOOTH. CUT A CORE OUT WITH AN INCREMENT BORER. IF THE GROWTH RINGS ARE CLOSER AT THE EDGE, THEN IT'S SLOWING DOWN."
"CUT OUT THE WOLF-TREES, THAT ARE OVERTOPPING AND CROWDING THE OTHERS. THAT'LL LET THE SMALLER ONES GROW FASTER... AND SO WILL YOUR MONEY."
"AND, AFTER YOU'VE FELLED YOUR TREES, CUT THEM TO FIT MARKET SPECIFICATIONS. YOU GET MORE MONEY FOR THEM THAT WAY."

YOU KNOW, I COULD HAVE BEEN DOING THIS ALL ALONG.
WELL, SOME PEOPLE ARE A WHOLE LOT WORSE. THEY NEVER CUT THEIR TREES... NEVER GIVE NEW, YOUNG TREES A CHANCE TO GROW. THE OLD AND CROWDED TREES DIE AND THE FORESTS CAN'T PRODUCE MORE WOOD.

BUT DON'T FORGET... FOREST WILDFIRES ARE ALWAYS A THREAT. SO PROTECT THAT INVESTMENT YOU'RE MAKING IN YOUR WOODLOT WITH A WIDE, WELL-TENDED FIRE BREAK.

HELLO.

HI.

WELL, BILLY, WE'RE GOING IN FOR A TREE CROP, TOO. AND YOU CAN PLANT THE SEEDLINGS.

WHY DON'T YOU ALL COME TO THE DISTRICT MEETING TOMORROW? THE SOIL CONSERVATION SERVICE MAN IS GOING TO TALK ABOUT WOODLAND WORK.

GOSH, THAT'S SWELL.

THAT EVENING...

...SO IT LOOKS LIKE MR. MERCER IS FINALLY GOING TO GROW A TREE CROP, LIKE US.

I'M GLAD. HE'LL DO A GOOD JOB, TOO. AND IT WON'T TAKE TOO MUCH OF HIS TIME, EITHER.

...AND, DAD, MR. JOHNSON SAID WE SHOULD GO TO THE MEETING, TOO.

GOOD IDEA. I'M SURE WE CAN LEARN A LOT. SOIL EROSION IS AN IMPORTANT PROBLEM... WHEN YOU MAKE YOUR LIVING ON A FARM. WE'LL GO.

AT THE MEETING THE NEXT DAY--

...OUR SOIL CONSERVATION SERVICE TECHNICIAN, BOB CLAY.

THANK YOU, TOM. FOLKS, SOIL IS **NOT** PERMANENT. WE ALL KNOW THAT WIND AND WATER CARRY SOIL AWAY FROM BARE LAND. THAT'S WHY LAND MUST BE TIED DOWN.

WHEN THE SOIL HAS WASHED OR BLOWN AWAY, WE CALL IT EROSION. AND IT'S A VERY IMPORTANT SUBJECT TO US... BECAUSE EROSION GOES ON AT ALL SEASONS IN THE SOUTH. IT MUST--AND IT CAN--BE PREVENTED. JACKIE?

I'VE GOT THE SLIDES ALL SET UP, MR. CLAY.

GO AHEAD, JACKIE. THESE SLIDES SHOW SOME COMMON CAUSES OF EROSION.

"CLEAR CUTTING OF TIMBER PLUS BURNING WILL CAUSE A LOT OF LAND DAMAGE."

"ROW CROPS UP AND DOWN HILL RESULT IN RILLS AND GULLIES."

"OVER-GRAZING IN WOODED HILLSIDES DESTROYS YOUNG TREES AND GROUND COVER, PERMITTING EROSION TO BEGIN. THIS WOODLOT SHOULD HAVE BEEN FENCED."

BUT, IF EROSION HAS ALREADY STARTED, CAN IT BE STOPPED?

YES, IT CAN. BUT LIKE WITH YOUR OWN HEALTH, PREVENTION IS BETTER THAN ANY CURE.

DON'T CULTIVATE STEEP SLOPES AND LOOSE SOILS THAT WASH EASILY. GROW TREES. YOU'LL HAVE A CROP THAT WILL INCREASE THE SALE VALUE OF YOUR LAND... AND MAKE MONEY FOR YOU.

READY WITH THE NEXT SLIDES, JACKIE?

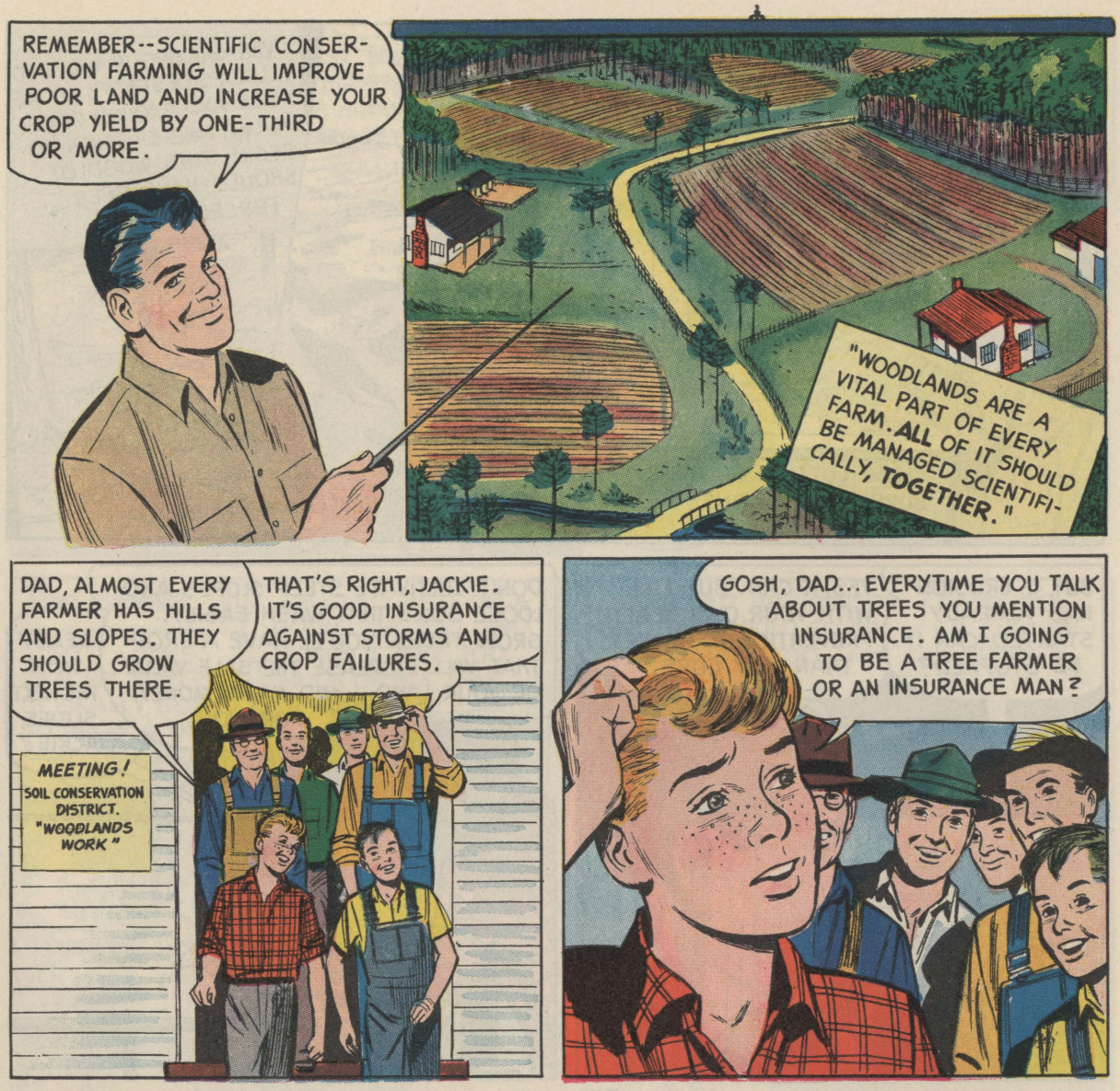
TREES **CAN** PREVENT EROSION.

"TREES HOLD SOIL AND WATER FROM WASHING ONTO BOTTOM LAND."

"TREES PROTECT AGAINST SILTING OF STREAMS AND RESERVOIRS."

"TREES HELP STORE WATER IN THE SOIL TO FEED WELLS AND SPRINGS, AND HOLD BACK WATER AFTER STORMS."

UNDERGROUND STREAM


REMEMBER--SCIENTIFIC CONSERVATION FARMING WILL IMPROVE POOR LAND AND INCREASE YOUR CROP YIELD BY ONE-THIRD OR MORE.
"WOODLANDS ARE A VITAL PART OF EVERY FARM. ALL OF IT SHOULD BE MANAGED SCIENTIFICALLY, TOGETHER."
DAD, ALMOST EVERY FARMER HAS HILLS AND SLOPES. THEY SHOULD GROW TREES THERE.
THAT'S RIGHT, JACKIE. IT'S GOOD INSURANCE AGAINST STORMS AND CROP FAILURES.
MEETING! SOIL CONSERVATION DISTRICT. "WOODLANDS WORK"
GOSH, DAD... EVERYTIME YOU TALK ABOUT TREES YOU MENTION INSURANCE. AM I GOING TO BE A TREE FARMER OR AN INSURANCE MAN?

Help fight forest fires! Come on—become a Junior Forest Fire Fighting Warden. Send today for your free membership card and handsomely illustrated pledge (suitable for framing).

Write to me for free details.

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Junior Forest Fire Fighting Wardens
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